



Majani Presents *Plato' Bloom*:
Where Chocolate Meets Design

Majani 1796 S.p.A. is the oldest chocolate factory in Italy and was founded in 1796. For 230 years and 9 generations the company has been producing its products using the best raw materials, still following the old recipes and traditional methods of processing: **from bean to bar**.

Majani, proudly introduces **Plato' Bloom**, a new collection of chocolate *Plato'* that combines refined flavors, artisanal craftsmanship, and distinctive design.

Plato' Bloom is inspired by the idea of chocolate as a gift-object: elegant, joyful, and immediately recognizable. What sets this collection apart is its **signature side flower detail**, a delicate floral element that blooms along the edge of the chocolate, symbolizing creativity, care, and Majani's attention to aesthetics as well as taste.

The Plato' Bloom range is available in three refined flavor combinations, each designed to offer a unique sensory experience:

- **Milk Chocolate with Pistachio** – smooth and creamy milk chocolate enriched with crunchy pistachio grains.
- **Dark Chocolate with Raspberry** – intense dark chocolate balanced by vibrant raspberry notes.
- **Gianduja with Hazelnuts** – a classic Italian gianduja recipe elevated with crunchy hazelnut pieces.

Crafted with high-quality ingredients and Majani's centuries-old chocolate-making expertise, Plato' Bloom reflects the brand's commitment to excellence, innovation, and beauty. The elegant floral packaging and the iconic side flower make each *plato'* not only a chocolate to be enjoyed, but also a visual statement, perfect for gifting or special moments of indulgence.

With Plato' Bloom, Majani continues to reinterpret tradition in a contemporary way, letting chocolate truly **bloom**.